

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Re: Attorney Docket No. SEFC-100US

In re application of: D. Fishteyn et al.

Serial No.: 10/801,199

Filed: March 16, 2004

Matter No. 1182,006

Group No.: 2416

Examiner: Nguyen Hoang Ngo

For: System and Method for Delivering Pay for Performance Advertising in Conjunction with Distributed Media Content

**TRANSMITTAL OF FORMAL DRAWINGS**

Official Draftsman  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

The applicant herewith submits 8 sheets of formal drawings to correct the informalities in the drawings previously submitted.

Respectfully submitted,

Date: August 5, 2009

Customer No. 22186

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